

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) .N.R.C.C. IE  
Product NRCC IE 2012 SKED 2  
Estimate# 2957  
Buyer Tracey Robinson  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNNING  
& PLACEMENT, 815 SLATER LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2957  
Flight Dates 09/21/2012 - 09/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/21-09/21	2	1	2	\$650.00	
	2	M	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/24-09/24	2	1	2	\$650.00	
	3	TU	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/25-09/25	2	1	2	\$650.00	
	4	W	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/26-09/26	2	1	2	\$650.00	
	5	TH	5A-6A	WAKE W/WAGNRS1	:30	\$325.00	09/27-09/27	2	1	2	\$650.00	
	6	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	7	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	8	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	
	9	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	10	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
	11	SA	6A-7A	NW3 AT SUNRISE	:30	\$350.00	09/22-09/22	2	1	2	\$700.00	
	12	SA	7A-9A	SATURDAY TODAY	:30	\$625.00	09/22-09/22	2	1	2	\$1,250.00	

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	13	SU	6A-7A	NW3-SUNRS WKND	:30	\$325.00	09/23-09/23	2	1	2	\$650.00	
	14	SU	7A-8A	SUN TODAY	:30	\$625.00	09/23-09/23	2	1	2	\$1,250.00	
	15	F	10A-11A	TODAY SHW3	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	16	M	10A-11A	TODAY SHW3	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	17	TU	10A-11A	TODAY SHW3	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	18	W	10A-11A	TODAY SHW3	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	19	TH	10A-11A	TODAY SHW3	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	20	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	21	M	11A-12P	RACHAEL RAY	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	22	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/25-09/25	1	1	1	\$325.00	
	23	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/26-09/26	1	1	1	\$325.00	
	24	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/27-09/27	1	1	1	\$325.00	
	25	SA	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	26	SU	9A-930A	NEWS3 TDY-WKND	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	27	F	5P-630P	NEWS 3	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	28	M	5P-630P	NEWS 3	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	29	TU	5P-630P	NEWS 3	:30	\$1,000.00	09/25-09/25	1	1	1	\$1,000.00	

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	30	W	5P-630P	NEWS 3	:30	\$1,000.00	09/26-09/26	1	1	1	\$1,000.00	
	31	TH	5P-630P	NEWS 3	:30	\$1,000.00	09/27-09/27	1	1	1	\$1,000.00	
	*32	SA	5P-630P	NEWS 3	:30	\$650.00	09/22-09/22	3	1	3	\$1,950.00	
		Station Remark: V2 NOT NA - NEWS WILL AIR 8-9P AFTER ND GAME										
	33	F	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/21-09/21	2	1	2	\$2,000.00	
	34	M	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/24-09/24	2	1	2	\$2,000.00	
	35	TU	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/25-09/25	2	1	2	\$2,000.00	
	36	W	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/26-09/26	2	1	2	\$2,000.00	
	37	TH	630P-730P	JEOP/WHEEL	:30	\$1,000.00	09/27-09/27	2	1	2	\$2,000.00	
	38	TU	8P-9P	VOICE	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
	39	W	9P-11P	L&O:SVU	:30	\$3,200.00	09/26-09/26	1	1	1	\$3,200.00	
	40	SU	530P-830P	NBC SUN-FTBL	:30	\$10,000.00	09/23-09/23	1	1	1	\$10,000.00	
	41	SU	830P-930P	NWS3 LVE-PRIME	:30	\$1,800.00	09/23-09/23	1	1	1	\$1,800.00	
	42	M	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	43	W	11P-1135P	NEWS 3 AT 11	:30	\$1,100.00	09/26-09/26	1	1	1	\$1,100.00	
	44	SA	11P-1135P	WKD2 NWS-AT 11	:30	\$1,100.00	09/22-09/22	1	1	1	\$1,100.00	
	45	SU	11P-1135P	WKD NWS3 AT 11	:30	\$1,100.00	09/23-09/23	1	1	1	\$1,100.00	

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	46	F	1235A-137A	J FALLON	:30	\$225.00	09/21-09/21	1	1	1	\$225.00	
	47	M	1235A-137A	J FALLON	:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
	48	TU	1235A-137A	J FALLON	:30	\$225.00	09/25-09/25	1	1	1	\$225.00	
	49	W	1235A-137A	J FALLON	:30	\$225.00	09/26-09/26	1	1	1	\$225.00	
	50	TH	1235A-137A	J FALLON	:30	\$225.00	09/27-09/27	1	1	1	\$225.00	
	51	SA	1130P-1A	SAT NITE LIVE	:30	\$1,400.00	09/22-09/22	1	1	1	\$1,400.00	
	52	SU	930P-10P	JEOPARDY	:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
	53	SU	1135P-12A	SPORT NT-L VGS	:30	\$400.00	09/23-09/23	1	1	1	\$400.00	

---REPORT TOTALS---

Report Totals: 69 / \$60,825.00

---SALES MONTHLY TOTALS---

Sep 12: 69 / \$60,825.00  
Sales Totals: 69 / \$60,825.00  
Station Totals: 69 / \$60,825.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$190,078	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	32%
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KTNV 20%

KTUD 0%

KVCW 1%

KVMY 2%

KVVU 15%

XXXX 0%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE